

5 WAYS TO BOOST FUNDRAISING WITH ONLINE COMMUNITY

The donor experience is changing, and nonprofits need new strategies to amp up their fundraising.

THE BAD NEWS:

FUNDRAISING IS GETTING TOUGHER.

There are less donors than ever, and those who are giving have high expectations for their interactions with nonprofits.

! PROBLEM 1

The donor pool is contracting.¹



! PROBLEM 2

Donors expect more than ever from nonprofits.²

THE GOOD NEWS:

YOU CAN ENGAGE DONORS BETTER WITH AN ONLINE COMMUNITY.



1 COMMUNICATE NEWS AND UPDATES—OFTEN.

- » Be open and honest with donors.
- » Increase their exposure to your mission and initiatives.

VOLUNTEERING'S IMPACT

62.6M
Americans

volunteered
7.8B
hours

with an
estimated
value of
\$184B³

2 GIVE DONORS MORE WAYS TO GIVE THAN JUST FINANCIALLY.

- » Offer micro-volunteering opportunities, such as writing a blog post.



3 CREATE CONVERSATIONS.

- » Donors can connect with each other and your staff.

4 COMPILE EXCLUSIVE RESOURCES.

- » Give donors the inside scoop.



5 FOSTER A PERSONAL EXPERIENCE.

- » Personalize communication with donors on a large scale, using your community's automation rules.

THE RESULTS: INCREASE DONOR LIFETIME VALUE AND RETENTION.

Because of community,⁴ organizations have seen...

352%↑

FUNDRAISING REVENUE

20%↑

VOLUNTEER HOURS

15%↑

"SUSTAINER" GIVING

50%↑ ATTENDANCE AT REVENUE-GENERATING EVENTS

11%↑ MEMBER RETENTION

SOURCES:

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